



## Member Profile

Home Painters' founder and owner Brian Young provides residential and commercial painting and handyman services to greater Toronto, Ottawa and southern Ontario customers. In 30+ years, Home Painters has earned its reputation for quality painting, reliable service and fair prices.

### CHALLENGES

- 90+ hour work week
- Jack of all trades, master of none
- Sales growth, 10 to 45% Gross Profit Margins

### SOLUTION

- Strategic Coach partnership, EO membership

### RESULTS

- 45-hour work week
- Master of Sales & Marketing
- 5Xs sales (\$4 million from \$750K in seven years), 50%+ Gross Profit Margins

## Strategic Coach Gives Brian Young a Reality Check to Set Him Free

### New Attitude Delivers Sales, Margins & Better Relationships

Home Painters was supposed to give Brian Young the freedom he'd always wanted, but over the years, he'd discovered he was anything but free.

"I got the exact opposite of what I'd wanted from launching Home Painters which was more free time, more money and more meaningful relationships," says Brian, a single Dad who had sacrificed too many precious moments with his young daughter as a result of 90+ hour work weeks.

Fortunately for Brian, his daughter and Home Painters, he approached Strategic Coach, an EO partner, and got the reality check he needed.

"In my world, I was convinced no other entrepreneur or business faced challenges like mine – I really believed that Brian Young and Home Painters were one of a kind, but Strategic Coach set me straight," says Brian.

Toronto-based Paulette Sopoci, one of Strategic Coach's international speakers, became an EO partner in early 2019 to better connect with Toronto's entrepreneurs. She knew that many of them could benefit from Strategic Coach's 30+ years helping more than 20,000 business owners around the world grow their business, maximize profits and enhance their quality of life.

"At EO's many social gatherings and events, I've met Brian and other local entrepreneurs that are incredibly growth-oriented and focused on creating the biggest possible futures," says Pauline. "I'm amazed at the caliber of EO's entrepreneurs. Well done EOTO."

Strategic Coach knew exactly what it would take to convince Brian because that entrepreneurial mindset is so very common. When Brian remained sceptical even after reading the case studies, Strategic Coach took the next step by introducing Brian to the electrician and plumber.

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**“Success can be very isolating. I’m a lot less lonely thanks to Strategic Coach and EO.”**

- Brian Young



**The Entrepreneurs’ Organization (EO) is a \$124 billion global, non-profit educational organization exclusively for entrepreneurs.** The members are business professionals who are the owners, founders, co-founders or controlling shareholders of companies that have annual sales of \$1 million US or more.

The EO objective is to support, educate, and encourage entrepreneurs to succeed in building their companies. EO meets this objective by providing a continuous cycle of peer-to-peer networking opportunities, world-class learning events, and monthly forum meetings for all members. The output is a well-connected, well-educated and well-balanced entrepreneur with access to the needed resources to thrive in the competitive business landscape.

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“Of course, I had to call and talk to them myself to accept the fact we all face similar problems,” says Brian. “Strategic Coach chipped away at my belief system, provided proof with real-life examples and helped me develop the rules Home Painters and its employees now live by.”

Today, Brian, his 12 office staff and 40 painters respectively focus on what they do best. For example, Brian, a self-admitted perfectionist, hired people to match the paint colours, keep the books, and sell to new residential and commercial customers. As long as employees satisfy customers and hit their targets, Brian has learned to let them do it their way.

“We’re all more effective when we focus exclusively on what we do best – I can’t do everything and I can’t micro-manage everyone else,” says Brian, who now devotes the bulk of his time to marketing and targets only Home Painters’ most significant prospects.

Strategic Coach had Brian audit his time to gain objectivity and learn to use that precious resource more effectively. As a result of that audit, Brian now understands that he and Home Painters have more to gain when he pitches a real estate office with 50 agents than a single homeowner.

Dedicated employees also become specialists who develop best practices that impact every part of the business. As a result of Brian’s work with Strategic Coach, employees immediately investigate any job that delivered less than the 50% gross profit margin to figure out where they went wrong and identify a solution. For example, the gross margin rule indicated they regularly under-quoted on jobs that specified Benjamin Moore’s Chantilly Lace or Simply White. When Benjamin Moore specialists confirmed three to four coats are required for optimal coverage, Home Painters created the Chantilly Lace rule. If customers insist on those colours, they’re informed the quote reflect the need for four coats and advised two coats of PM1, virtually identical to the naked eye, will cost 25% less.

“As a team, we’re far more detailed-oriented and innovative,” says Brian, who connects with EO peers at least monthly at scheduled events and with Strategic Coach contemporaries quarterly in Toronto. “I want to be the dumbest person in the room - that how we learn the most.”

As an incredibly successful workaholic, Brian had found entrepreneurship incredibly isolating. Thanks to Strategic Coach and EO, his business has reached new heights and his community now includes entrepreneurs who have become close, and trusted friends.

“They push you to look at your blind spots and hold you accountable,” says Brian. “If you’ve been making the same mistakes over and over, professionally or personally, they’ll call you on it.”

As a result of his Strategic Coach commitment and EO membership, Brian finally has a growing, profitable business and as importantly, time for everything from after-school pick-ups and father-daughter moments to a new relationship.

“Success can be very isolating - I’m a lot less lonely thanks to EO and Strategic Coach,” says Brian. “The people at Strategic Coach and EO helped transform my professional and personal lives and gave me the freedom I’d always wanted. Without them, my personal life would still be a mess, I’d still be working insane hours and I’d definitely be making a lot less money.”

